

Identifying the Different Types of Businesses and their Activities

Project Objectives and Content Inclusion

1.) Analyze a new business in the state of Iowa that has either opened a new store or was started for the first time. - Help the audience understand more about the business, what it sells (Goods and Services), its new location, and other important information.

2.) You need to identify the **business type** and support your response with examples demonstrating how the business fits the business type identified and explain its characteristics.

3.) Explain how your business participates in the different 7 different business activities. You will explain the business activities by citing/showing specific examples to support your reasons. Use at least 2 examples for each activity.

- **Generating Ideas**
- **Building Capital**
- **Buying Goods and Services**
- **Human Resources**
- **Marketing Goods and Services**
- **Producing Goods and Services**
- **Keeping Records**

(Examples can include: Pictures, Commercials, Specific Services, Jobs, Promotions or New Activities, Funding Activities, Human Resources, or others that represent the activity...)

- Use at least **one video clip** to demonstrate one of the business' activities.

4.) You will then analyze the new business in terms of its Economic Impact and its probability of success within the community. Explain your reasoning and support the economic impact with examples/statistics. Also, identify what could be a potential negative outcome of the business opening up in the community.

5.) You will compile the information about each business and prepare a presentation that communicates your findings. (Use **Prezi, Google Presentation, Power Point, or Keynote**)

-Refer to the Rubric at the end of the document regarding presentation requirements.

6.) You will be **assessed** on your ability to **present and communicate** information effectively to the audience.

(This is out of 4 points and the last row of the presentation rubric)

Rubric for Assessment

1.) Introduce and Describe the Business. Give your audience some perspective about what the business does, Goods and Services available for sale, its location and other important information about the business. (5 Points)

2.) What is the type of business it represents. – 2 points

3.) Explains the reason why the business represents the type of business chosen. Use examples to support your response. - 2 Points

Type of Business	Missing	Included and Identified in the presentation. However examples are lacking and minimal effort in recognizing why it best fits the business type	Included, correct identification and provides reasons for support. Plus recognizes examples and explains why it best fits the business type.
Points	0	1	2

4.) Demonstrates the inclusion, identification and examples of each business activity performed in the business chosen. - 14 Points - Uses at least one video clip for an example.

Name of Business	Missing	Included, Identified but lacking examples to support the business activity. Some may be incorrectly identified.	Included, Identified and examples are included in the Presentation supporting the activity and correctly explained.
Points	0	1	2
Generating Ideas/Innovation	0	1	2
Building/Raising Capital	0	1	2
Buying Goods and Services	0	1	2
Human Resources	0	1	2
Market Goods and Services	0	1	2
Produce Goods and Services	0	1	2
Keeping Records	0	1	2

5.) What positive impact does the new business you researched have on the community and local economy? Explain, provide at least 3 examples for support. (4 Points)

6.) What would be a possible negative impact the new business in the community could have? Explain. (2 Points)

7.) Explain whether or not you think the business will thrive in the coming years and explain why? Reference the business' activities, competition, location, or other supports to affirm your response. (4 Points)

Presentation Rubric - 16 Points

	Outstanding 4	Above Average 3	Needs Improvement 2	Missing or Needs Significant Improvement 1
Organization	Information presented in a logical, interesting sequence. They capture your attention with an intro and finish with an effective wrap up.	Information in logical sequence, introduction and conclusion are present but do not relate to the order of the presentation.	Difficult to follow presentation, it jumps around and it confuses the audience. Intro and conclusion are not very identifiable.	Cannot understand presentation--no sequence of information described and lacking a intro and conclusion.
Visual Support	Visuals explain and reinforce screen text and the theme of the presentation.	Relate to text and presentation but the images do not make a solid connection with the audience.	Occasionally uses graphics that rarely support text and presentation.	Uses unnecessary graphics or no visuals at all.
Slide Layouts and Design	Includes a variety of graphics, text, and animation that exhibits a sense of wholeness. Creative use of Layout Tools and helps the audience understand the content.	Includes a variety of graphics, text, and animation. They support the presentation content but still a little cluttered on the slide and not easy to see.	Includes combinations of graphics and text, but the connection between the topics and content are unclear.	Either confusing or cluttered, barren or stark. Visuals are lacking and missing the connection to the topic.
Presentation Skills	Maintains eye contact and clear voice. Avoids audience distractions and keeps them engaged. Presentation has a flow to it by utilizing transitions and a solid intro and conclusion.	Maintains eye contact most of the time and pronounces most words correctly. Effort is made to include an intro and conclusion but the speaker loses the audiences attention. Needs better transitions	Occasionally uses eye contact, mostly reading presentation, and does not have a clear voice. Intro and conclusion are unclear and no transitions are included.	Reads the presentation, is not prepared and an unclear voice. Transitions are missing and an introduction and conclusion to do not make the connection with the audience. It is also distracting.